

Administrative Office of the Courts

Supreme Court of New Mexico

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CHILDREN'S COURT MEDIATION PROGRAM Letter of Interest to Develop Educational Brochure

The Administrative Office of the Courts (AOC) invites letters from all qualified professionals (Offerors) interested in developing an Educational Brochure for Children's Court Mediation Participants in accordance with the specifications contained in this Request for Letters of Interest. The purpose of this Request is to establish a contract to develop a professional and high quality educational and promotional brochure for professionals, including social workers, social work supervisors, county office managers, court appointed attorneys, children's court attorneys, court appointed special advocates (CASAs), judges, and court personnel who participate in the mediations provided by the Children's Court Mediation Program (CCMP).

This brochure will be used statewide to assist attorneys, social workers and other professionals who participate in the mediation process through the CCMP. The main activities of the contract are to research, design and develop a brochure (content and graphics) for attorneys, social workers and other professionals who participate in child abuse and neglect mediations through CCMP. The brochure will be distributed to all thirty-three (33) of New Mexico's counties including each CYFD county office, all 85 contract attorneys, each district court and the CASA office in each judicial district. The brochure must achieve the project's objective: To enhance the abilities of the attorneys', social workers' and other professionals' to prepare themselves and their clients for the mediation process.

The AOC and the Children, Youth and Families Department (CYFD) have worked together since 2000 to offer mediation in abuse and neglect cases throughout New Mexico. The Program celebrated its 12th year of operation by offering mediation services in abuse and neglect cases in twelve judicial districts (2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th and 13th) and provides support for the First Judicial District's in-house program. The program provides a non-adversarial approach to helping CYFD and the Courts work together with families facing long-term issues such as substance abuse, domestic violence and mental illness to reach permanency solutions for their children.

Letters of Interest:

Letters of interest should contain all information requested. The AOC will accept letters of interest submitted pursuant to this Request until March 22, 2013, close of business. A list of qualifications and specific duties is included in this Request. Any questions about this Request should be addressed to Marsha Lichtenstein, Statewide ADR Coordinator, aocmxl@nmcourts.gov; 505-695-4079. Offerors shall e-mail all materials to: Marsha Lichtenstein.

Letters of Interest should include the following:

1. Name, street address, phone number, and email address;
2. A statement describing:
 - a. How you meet the minimum qualifications;
 - b. And that you specifically agree to the contractor requirements set out below;
3. A statement demonstrating your qualifications to write educational and promotional materials that express clear messages and effectively educate professionals;
4. A statement demonstrating your understanding of mediation;
5. A statement describing your familiarity with the target populations (attorneys, social workers, judges, court personnel);
6. A proposed budget;
7. Descriptions or if possible samples of educational or promotional materials you have developed;
8. A statement of availability to perform the duties of the position; and
9. Two professional references for whom you have developed similar materials.

Minimum Qualifications

- Experience developing and delivering marketing and educational materials.
- Experience with effective copywriting.
- Basic understanding of court-connected mediation programs.
- Demonstrated competence and professionalism to fulfill the responsibilities described below.
- A resume may be attached.

Scope of Work

1. Interview a sample of respondent attorneys, guardians ad litem, youth attorneys, and CYFD social workers, supervisors and children's court attorneys to identify key content for the brochure including, but not limited to, current misunderstandings about the purpose and process of mediation and to use language and terminology that will be most familiar and understandable to professionals; The contractor will be given names and contact information for professionals who have agreed to be interviewed for the brochure;
2. Research similar materials available from other states that have been used successfully or confirm that very few such resources exist;

3. Design the brochure (content and graphics), and prepare brochure for printing in close collaboration with the Statewide Children's Court Mediation Program Coordinator. CCMP has a brochure format that may be used for this project;
4. AOC will approve the language, the brochure, and the printing of the brochure. All materials become the property of AOC on behalf of CCMP.
5. The contractor will complete activities 1 - 3 by June 17, 2013.

Scope of Work: Deliverables and Due Dates

- Complete interviews by April 26, 2013.
- Complete research for similar materials by April 26, 2013.
- Submit a draft brochure by May 30, 2013.
- Finalize brochure by June 17, 2013.
- All materials become the property of the AOC and delivered on or before June 30, 2013.

Contractor Requirements:

- The contractor works directly with the Statewide ADR Coordinator and the two CCMP Regional Coordinators.
- Given the quick turnaround time, schedule weekly check-ins with the Statewide ADR Coordinator to track progress, concerns, and problems, and ask for direction from AOC whenever needed.
- Submit invoices in accordance with AOC protocols.
- Obtain access to the Internet, a working e-mail address, Microsoft Word, Excel, and Adobe Acrobat.

Compensation:

The budget for this project is \$2,500, exclusive of printing costs. The Offeror is required to provide a detailed and specific cost breakdown for providing professional services and any travel or incidental costs. The Offeror will be required to maintain all records (including source documentation) relating to the CCMP as evidence of costs incurred. Reimbursements requests are due monthly.